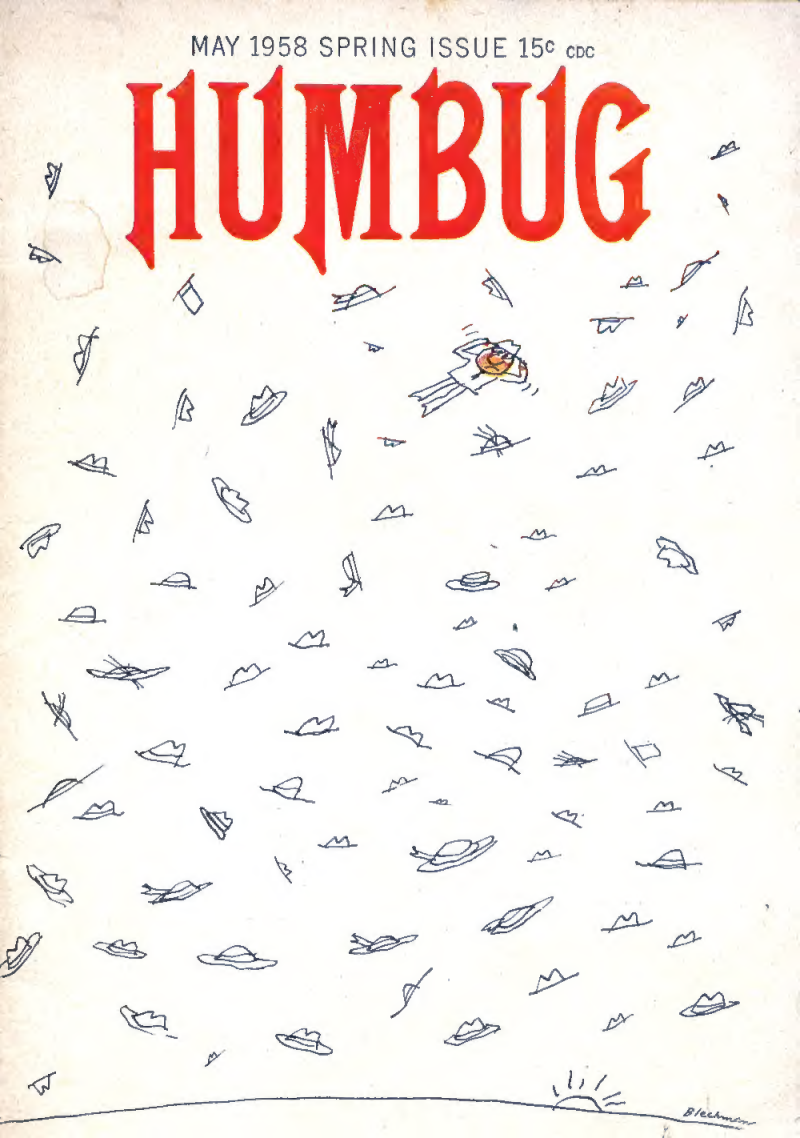
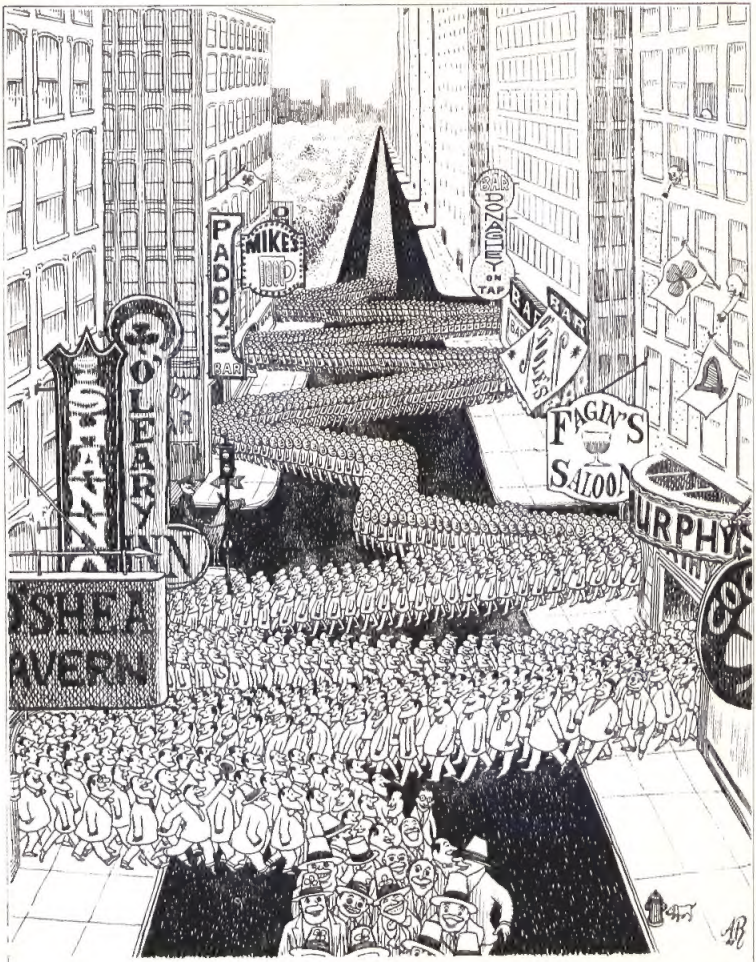
MAY 1958 SPRING ISSUE 15¢ CDC

HUMBUG




PADDY'S BAR
MIKE'S
O'LEARY
FAGIN'S SALOON
BAR
BAR
BAR

EDITOR-HARVEY KURTZMAN MANAGER-HARRY CHESTER ASST. EDITORS-JACK DAVIS, WILL ELDER
AL JAFFEE, ARNOLD ROTH ART DIR.- L. AUERBACH CONTRIBUTORS- BLECHMAN, L. SIEGEL

NEXT ISSUE WE GO FANCY

Humbug is raising its price to 25¢ with the next issue due to rising operating costs, plus an insatiable appetite for money.

We are going to print a standard magazine size so that you will no longer have to search for us amongst the comic-books. Now you will find us amongst the larger, more sophisticated publications – the crayon coloring books.

Note the subscription coupon in the back of this issue. Use it. You'll never be able to get Humbugs so cheap again after April 10th, 1958, unless you trade or steal.

On to the letters:

Dear editor Harvey Kurtzman:

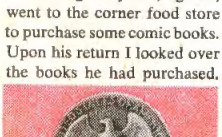
The staff at Night Beat would like to extend thanks to you for appearing on Night Beat... Leonard Zweig

Producer Night Beat
Dumont TV, N.Y.C.

Hey – anybody out there see us? –ed.

Do you use a man's deodorant? –Bob Taylor
Royal Oak, Mich.

Last night my son, age 14, went to the corner food store to purchase some comic books. Upon his return I looked over the books he had purchased.



Next issue

Two of them were Superman comics which are a little fantastic but not too questionable. Then I picked up this humbug magazine and I was flabbergasted. Such TRASH... downright filth... What grownup in their right mind would write such low-minded tripe and then present it to children. This is like going to the garbage can for your supper.

I am a member of the St. Walter's Woman Club at 118th and Western Ave., Chicago, Ill. and believe me at our very next meeting I am going to carry this magazine and make sure that this sort of reading material is brought to the attention of the committee in charge...

This store where this book was bought is going to be named and after this month it will be checked

–Mrs. R. Colburn
Chicago, Ill.

I have read a Humbug for the first time and enjoy it very much, except for that awful cover of a nude woman. Your magazine is really clean, so why spoil it with a dirty cover?

... if you continue to use covers of this type I will not buy your magazine. I do not object to the covers themselves as much as I do to the fact that I don't want my friends to see

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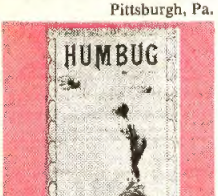
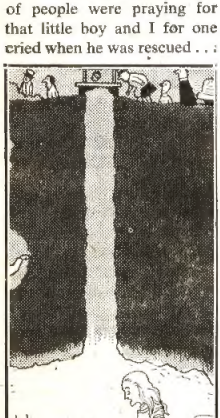
HUMBUG, MAY., 1958, VOL. 1, NO. 8, PUBLISHED MONTHLY BY HUMBUG PUBLISHING CO., INC., ED. OFFICE: 598 MADISON AVE., N.Y.C.; OFFICE OF PUBLICATION: DERBY, CONN. ENTERED AS SECOND CLASS MATTER AT THE POST OFFICE AT DERBY, CONN. POSTAGE MUST ACCOMPANY SUBMISSIONS. NO RESPONSIBILITY CAN BE ASSUMED FOR UNSOLICITED MANUSCRIPTS. PRINTED IN U.S.A. CONTENTS COPYRIGHTED 1958 BY HUMBUG PUBLISHING CO., INC. NOTHING MAY BE REPRODUCED IN WHOLE OR IN PART WITHOUT WRITTEN PERMISSION FROM THE PUBLISHER. ANY SIMILARITY BETWEEN PEOPLE AND PLACES MENTIONED IN THE FICTION AND SEMI-FICTION IN THIS MAGAZINE AND ANY REAL PEOPLE AND PLACES IS PURELY COINCIDENTAL. SUBSCRIPTIONS: SEND TO HUMBUG, 598 MADISON AVE., N.Y. 22, N.Y. IN THE U.S., ITS POSSESSIONS, THE PAN-AMERICAN UNION AND CANADA, $2.00 FOR FOURTEEN ISSUES; ELSEWHERE ADD $3.00 FOR POSTAGE.

me reading a magazine that from the cover appears to be a dirty book.—Wilfiam Ruehling
Pittsburgh, Pa.



Dirty book

In regard to your Feb. edition...."1957 in Revue" which I suppose you think was very funny, but in regard to your "outstanding shot" on Benny Hooper, I think it was in very bad taste. After all, thousands of people were praying for that little boy and I for one cried when he was rescued . . .



Bad taste

If it was my son (of which I have 2 of) I'd knock your block off. —Mrs. S. Hasay
Locust Valley, N. Y.

The boys (men, I should say) here at the Phi Delta House think your new mag is the "suavest." —David Bremer
Greencastle, Vt.

. . . Between Humbug and The New Yorker life can go on. —Gene M. Woelke
Enid, Okla.

In Humbug there is a picture drawn of Elvis Presley . . . I was wondering if it's possible that I could have the very same picture enlarged for my personal use. If possible I would like it to be 9 x 11 inches.

Despite your probable criticism of Elvis, I think it is the best drawing of him . . .

I will pay any postage or any other costs.

Anything you can do for me will be deeply appreciated.
—Diana Jean Anderson
Seattle, Wash.
You are beyond our help.—ed.

Enclosed is the second issue of my exclusive Humbug fan magazine; SPOOF! . . . I hope you'll plug this mag in your letter cols . . . SPOOF! Published monthly by:
Doug Brown
405 Potter Ave.
Ann Arbor, Mich.
—Doug Brown
Ann Arbor, Mich.

We clods at St. Joseph's Prep mainly want to start a Seymour Mednick fan club. Anyone interested send to:
Seymour Mednick Fan Club
6910 Heyward Street
Philadelphia 19, Pa.
—Richard Corliss
Phila., Pa.

Here is an article that we thought was utterly (censored).
Felice Zeller and May Glazer
Brooklyn, N.Y.

...because I destroy our company's confidential papers with my portable Bantam-10 SHREDMASTER. Destroying confidential papers and obsolete records used to be quite a problem. Now it is no trouble at all—I simply feed them into my Bantam-10 and out come unreadable shreds, ready for the trash can.

Your company, too, can have the same protection as thousands of other security-minded businesses, government agencies and banks enjoy with the SHREDMASTER Bantam-10, the only paper shredding machine designed for office use.

Utterly (censored)

Back issues of Humbug are available at 20¢ per issue and we've received so many requests for these, we're binding a collection of the first six Humbug magazines between hard covers and selling the resultant book for $2.50 which is slightly more than cost to us.

Complete collection.

Address mail to HUMBUG
598 Madison Ave., N.Y. 22, N.Y.

THE BEST TELEVISION COMMERCIALS

1958

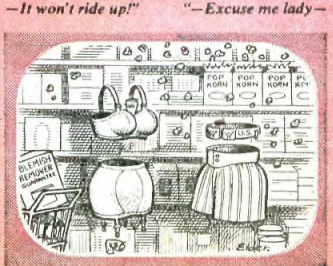
What with Emmys and Oscars being issued this month, our magazine has decided to create an award for the best t.v. commercials of the year.

It's about time people stopped razzing the commercials—and so, we are giving—for quality and sincerity of purpose—to the following commercials, a HUMBUG award.

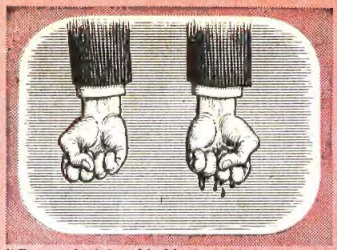
"Why Emily—how can you bend like that?"

"I'm wearing my Playtron bra and girdle, darling—

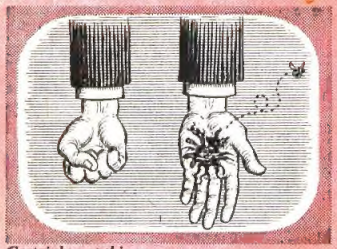
—It won't ride up!" *"—Excuse me lady—*



As store manager, I must ask you to leave."



"Guess which hand holds the MNM.



Certainly not this one.

MNM—made with pure milk chocolate—

—melts in your mouth . . . not in your hand!"

Beep Beep Beep Beep Beep Beep Beep Beep

Beep Beep Beep Beep

"Don't broadcast bad breath!

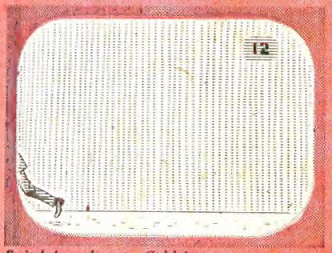
—If you don't want your radio to smell!"

"Chained to the hot cigarette habit?

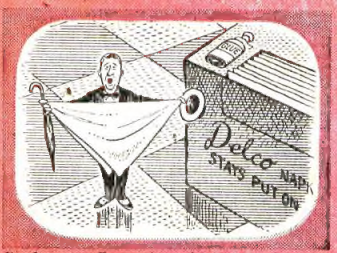
"Mary! These paper napkins always fall!"

Break the hot cigarette habit! 'Bloink!'

"Excuse me, sir. I'm Manny the butler—down here!



Switch from hots to Colds!



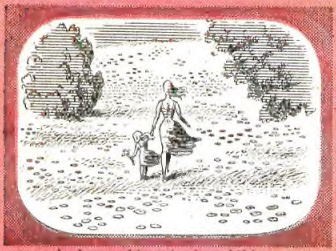
I'm here to tell you about this new napkin—"

—and be chained by the Cold cigarette habit!"

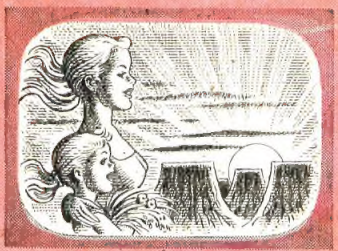
"Mary! You should see what I just stepped on!"

"A mother with her child in the fields –

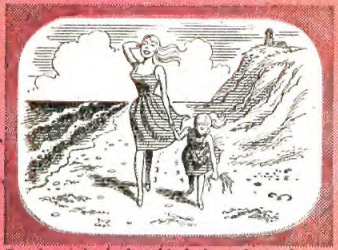
—and love can be expressed by buying . . .



wants the better things for her child –



. . . this fine quality . . . er . . . ahem—ah . . .



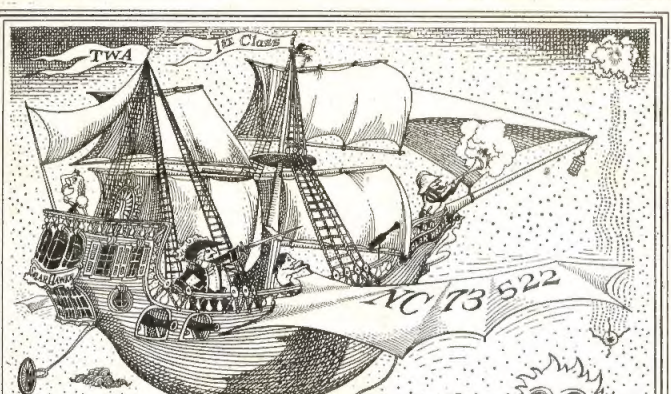
Buy her only the best kind of . . . ah . . . ahem . .

. . . a roll of . . . er . . . hmm . . . mmm . . . ahem .

Love is eternal 'twixt mother and child

So what else is new

This is the earliest known attempt at Science Fiction. It was written in 1648.



designed et scribumed dans la Atelier ARoth

Afloate in the Boundynge Skye

High Adventure as ye Honourable Captain and Crew entre ſpace and ſhoote the works

LOG of the SOLAR HAWKE

Ye Solar Hawke took wing, or flapped-off, as we saye, this morning of ye Fift, September, 1849. Court and Confellors, aſſembed, witneſſed our departure. Manye waved as our ſtout, winged shippe roſe ſlowly from the grownde. Betimes we watched the Earthe growe ſmalle belowe. Soone London ſeemed but a dotte, and Terra ytself but a meare greene cannon-balle. Then darknefs fell.

Sept. 7. Paſſed ye Moone.

Sept. 8. Difficultie with our Meteorique Deflectyon mechanism todaye neceſſitated ſending a rapayre partye onto the outer hulle to mayke adjyustments. This ys the firſt tyme ye newe ſpace-armour has beene teſted in actyual uſe. Yt performed exceeding well; alſo, ye ſpecial magnetique ſhoes clung neitly to the hulle and ſpared the wearers from being FLUNG out into space, but mayde a dreddfulle noyse within.

Sept. 9. Sighted Mars, at 12 double-noon (ſidereal tyme). Alſo, this daye, diſcovered stowaway aboard, hid in an unuſed apparatus-locker: While on watche had heard ſtrange ſcratchyng noyses;

threwe open cabinett and theyre perceived a young ladye, verye faire and neitly dreffed, who feemed no whit difcompofed by my outraged expoſtulations, nor by the ordeal of her five dayes concealment in swych narrowe quartyers. She is ycleped GWENNA HARDYNG, and is sole heiress of the rich Sir ANDREW HARDYNG; she is greene-eyed, redde-haired and verye fiery-tempered, meseemeth the ſpoiled darling of an overindulgent parent. Deſpite my cold reactyon towyard her preſence in our midſt she wonne the hearts of all the crewe that night by cookyng them "the firſt goode mele they ete since leaving Terra". I would taſte none of yt, howyvyr, which mayde her Sulk moſt charmingley.

Sept. 10. Landed on Mars. Aere thinne but breathyable. Diſcovered manye new and curyous vegetable forms, all ſmall and ſcrublike, howyvyr, and ſeemingly innocuous. Collected ſpecimens of every ſpecies.

Sept. 11. Sent partyes to explor the region. One groupe returned with tales of having ſeen a giant (6 foote) polyp-like plante with waving upper fronds, long ſtalk and quadrupedal rootes by means of which, aſtonishingly, it fled away on theyre approach.

Sept. 12. Entire company went out, in groupes, in ſearch of aforementioned "movyng polyps". My groupe, conſiſting of myſelf, ye third mate and Miſtreſs Hardyng, ſtumbled on a covey of them, whereupon they attacked us in myſterious manner with ſtrange paralyzyng rayes emitted from theyre upper branches. We fell downe, helpleſs, and our arms were bownd. Theſe uglie creatyures are now ſhepherding us towyard ſome unknown but doubtleſs grueſome deſtination. I am ſcribbling this, covertly, as we encamp for the night.

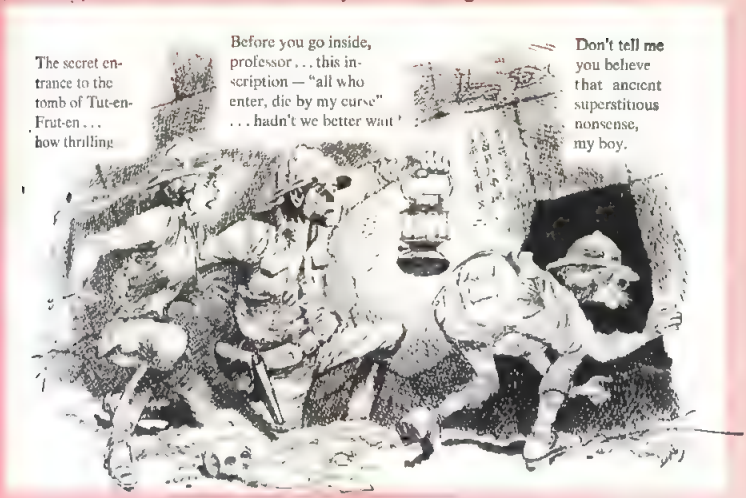
Sept. 13. Juſt before dawn the third mate tryed to breake and runne. He was immediately cut downe by the polyp-men who fyred at him with ſome ſort of a diſintegrating-piſtol, and the poor fellowe vanished into ſmithereens! Gwenna and I are now alone againſt theſe vicious monſters. Heaven protect her, ſweet laſs; for myself I Care Not.

Sept. 14. This daye we reached our journeys ende, an immenſe metropoliſ peopled by theſe polyp-men. We were eſcorted into a tall, vaulting arbour, the dwelling of theyre KING, and ſhortly ſound ourſelves confronted by this Loathe-ſome Monarch. Behinde his throne theyr hung a gigantique mappe on which were pictyured all the Plannets in theyr Orbitts. Beſide him ſtood a grim machine, a horrid raye projector of the ſame ſort as had been uſed to kille the mate, but vaſtly larger; and by poynting to the mappe and then the weappon he communicated his intention to DEſTROY THE EARTH! A furye siezed me; while he thus boaſted I ſnatched Gwenna to my ſide, ſprang for the trigger of the raye projector and ſwung it wildly in a circle, firing as I did ſo; nor did I cease until all trace of this repulſive civiliztyon had been blowne to atomes! When all was levelled with the grownde, I took the ſwooning Gwenna in my arms, revived her, jotted downe theſe notes, and then set off with her acroſs the desert.

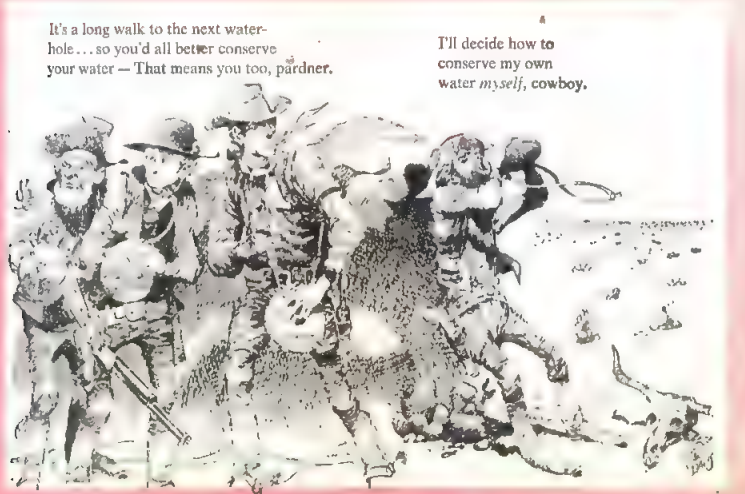
Sept. 15. We trudged all day, and then, toward evening, happening to look up into the skye, to our great joy beheld the Shippe, which had flowne out in ſearch of us. We ſignalled frantikly, they saw us and droppd down, took us aboard, and, but for a brief ſtop back at the deſtroyed city of the polyps, where we recovered the ſtill-ſmoking raye-projector (it will be highely uſeful back on Earthe againſt the French), set an immediate courſe ſtraight for home, where myſelf and Gwenna purpoſe to be marryed at ye firſt favourable opportunitie.

— Ed Fisher

FINDING THE MUMMY ..."and you know who" gets killed.


The secret entrance to the tomb of Tut-en-Frut-en... how thrilling
Before you go inside, professor... this inscription — "all who enter, die by my curse" ... hadn't we better wait
Don't tell me you believe that ancient superstitious nonsense, my boy.

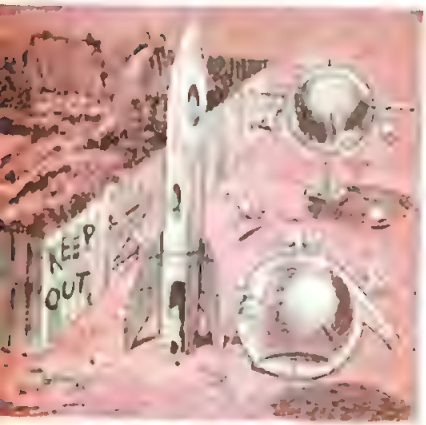
CROSSING DEATH VALLEY..."and you know who" gets killed.


It's a long walk to the next waterhole... so you'd all better conserve your water — That means you too, pardner.
I'll decide how to conserve my own water *myself*, cowboy.

EDUCATION

RUSSIA SPURS U.S. EDUCATION

SPUTNIK SCOOP SHOWS UP OUR EDUCATIONAL WEAKNESS



◆ THE NEW [illegible]e-oriented MISSILE ERA school busses fea-

AVERAGE ORDINARY STUDENT

GIFTED SCIENCE STUDENT

AVERAGE ORDINARY STUDENTS [illegible] are

SCIENCE PUBLIC RELATIONS [illegible] ced on the giving of news releases that make failures look as good as successes.

SINCE SPUTNIK, a huge program to improve our educational system is underway. Of course, this is all in the field of science, and naturally the other subjects will have to be neglected even more. But then again, in a world that is sitting on top of a hydrogen Bomb, who needs subjects like art, music, literature and philosophy? Encouraging those things could only lead to...to...er...ugh...peace.

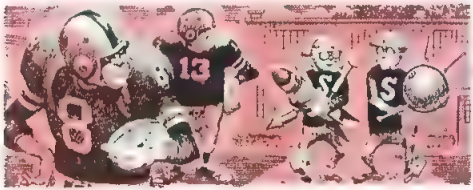
ENGLISH LIT.

FINE ARTS

PHILOSOPHY

MUSICAL CLASSICS

NOT ALL EDUCATORS ARE TAKEN IN by the prestige and financial rewards of the science program. Above are pictured some who stand up for their own subjects. Our hats are off to these valiant individualists who refuse to give up their ideals.



DIFFICULT ADJUSTMENT PERIOD will occur as some students resent unfairness of giving scholarships and special privileges to brainy science students.

ANSWER FOLLOWING QUESTIONS BY CHECKING YES OR NO.

	YES	NO	
1. Werner Von Braun is a U.S. rocket expert.	☐	☐	30 points
2. Vanguard was a U.S. missile.	☐	☐	20 points
3. Sputnik is a Russian fairy tale.	☐	☐	30 points
4. Radioactivity is a working disc jockey.	☐	☐	15 points
5. Johann Sebastian Bach was a composer.	☐	☐	2 points
6. Michaelangelo is president of Italy.	☐	☐	2 points
7. The Pilgrims looked for religious freedom.	☐	☐	½ point
8. Philosophy is a dead language.	☐	☐	½ point

I.Q. TESTS will help separate worthy science pupils from the worthless others.

FRATERNITY INITIATIONS will get some new twists from the big science kick.

Our friends at Ballantine Book Publishers have asked us to advertise their line of crazier paper-backed-books. But they warned us to advertise all titles equally, without prejudice or favor for the Humbug Digest. Now would we do a thing like that?

#229

SERGEANT BILKO

Nat Hiken
Indispensable pocket guide on How to Get On in the Army.

#179

HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

by Shepherd Mead
Handbook for apple polishing.

#242

THE HUMBUG DIGEST

The cream (or dregs) of HUMBUG magazines past

#235

BEST TV HUMOF OF 1957

ed — Irving Settel
An easy way to better living —(no snow, no commercials).

#132

IN ONE HEAD AND OUT THE OTHER

by Roger Price
"Infallible" — *Socrates*
"Absurd." — *B. Shaw-Cliff*

#242

THE HUMBUG DIGEST

The cream (or dregs) of HUMBUG magazines past

#172

LI'L ABNER

by Al Capp
THE basic history, in cartoons, including the notorious "Sadie Hawkins Day."

#242

THE HUMBUG DIGEST

The cream (or dregs) of HUMBUG magazines past.

#173

THE WILD READER

edited by B. W. Shaw-Cliff
Powerful stories to help restore your sanity.

#242

THE HUMBUG DIGEST

The cream (or dregs) of HUMBUG magazines past

#115

POWER OF NEGATIVE THINKING

edited by Charles Preston
A practical guide for people who just want to lie down

#242

THE HUMBUG DIGEST

The cream (or dregs) of HUMBUG magazines past

#242

THE HUMBUG DIGEST

The cream (or dregs) of HUMBUG magazines past

#242

THE HUMBUG DIGEST

The cream (or dregs) of HUMBUG magazines past.

#242

THE HUMBUG DIGEST

The cream (or dregs) of HUMBUG magazines past

Send books checked above. I will pay 40¢ for single copies or $1.00 for three copies.

Name _____ Address _____

Mail to Ballantine Books, Department Bug 2, 101 Fifth Ave., New York 3, N. Y.

WAR DEPARTMENT

BASIC FIELD MANUAL

U. S. ARMNAVIATOR'S HANDBOOK

May, 1958

Prepared under the direction of LARRY SIEGEL former PFC of the former U. S. Army

NOT RELEASABLE TO FOREIGN NATIONALS

NOTE:— *The proposed plan to unify U.S. Army, Navy, and Air Force missile programs to help us overtake Russia's rocket lead has been found insufficient. The government has now decided to have COMPLETE unification of the three branches.*

Instead of a clumsy system, whereby three different groups of men each step on the other's toes, it has been decided to form a clumsy system, whereby ONE group of men steps on their OWN toes.

The new U.S. fighting man is now a combination of all three branches. His group is called: THE ARMNAVIATOR CORPS.

This is an excerpt from its Basic Field Manual.

CHAPTER 1

ARMNAVIATOR COURTESY AND SONGS

SECTION I. Armnaviator military courtesy.
II. Armnaviator Corps songs.
III. Wearing the uniform.

SECTION I

MILITARY COURTESY

■ 1. Before unification, an officer was always a man whom you picked out from the other men and saluted. Among enlisted men this was called military courtesy.

In the new Armnaviator Corps, an officer is always the man whom you pick out from the other flying land sailors or sailing airmen dog-faces or marching sea aviators—and salute. Among enlisted men this is called impossible.

Following are some of the more common occasions on which you may have the opportunity to demonstrate your Armnaviator military courtesy:

a. When you are in the air or on the sea and you spy an officer on land, you come to a complete halt, briskly switch off your engine or lift up your anchor and snap your bayonet smartly to your right eye.

b. When you are on land or on the sea and you see an officer in the air (with your remaining left eye), you come to a complete halt, lift your rifle to present arms, or lower your life-boats, and hand salute. He will return your salute by dipping his wings.

c. When you are in the air, on the sea and on land simultaneously (as you will be from time to time) and the officer is also in the air, on the sea, and on land simultaneously, come to a complete halt, switch off your anchor, and bring your propeller to present arms.

d. If you report to an officer in his office, remove your parachute, take three quick steps forward, loosen your life preserver and salute, "Sir, ... reports to ....." He will respond with a rifle salute, unless he is on the bridge, at which time he will dip his wings. (Note: The entire procedure is reversed, if the officer reports to you.)

e. If your ship is sailing alongside a plane with an officer aboard, make sure that you are always on the officer's left, unless he is mounted, at which time you should be on his right. If you are also mounted, your horse should salute.

f. It is unnecessary to salute in the following instance: when an officer passes you and you have a bayonet in your back or you are crashing in flames—providing the officer is a member of an unfriendly force.

SECTION II

ARMNAVIATOR CORPS SONGS

■ 1. A fighting corps is a singing corps. And the following Armnaviator Corps songs best express the spirit of your organization:

a) OVER HILL, UNDER SEA

Over hill, under sea, we will fly to victory.
That's the U. S. Armnaviator Song.
Forward march through the air,
30 knots and we'll be there.
That's the U. S. Armnaviator Song.
For it's Hi-Hi-Hee
In the Flying Navy Infantry,
Shout out your numbers loud and strong
(TWO-THREE-FAW)
So on land we'll flow as we cry, "Geronimo!"
That's the U. S. Armnaviator Song.

b) ANCHORS AWEIGH

Anchors aweigh, my boy, fly skies of gray.
The infantry will lead the way, and soar like
a jay through the bay, bay, bay, bay –
Now that we're navy men and all wear army gray,
We're loyal air cadets, but tell us whom we
turn to for our pay!

c) OFF WE GO

Off we go into the wide blue ocean,
Digging deep into the sun.
Here they come, up in the sky in motion,
Fighting tanks, a thousand and one.
Blast the foe – oh, oh, we've got a notion
The enemy troops, OUR uniforms wore.
We live amused or we die confused.
Hey! Nothing can stop the Armnaviator Corps!

d) FROM THE HALLS OF MONTEZUMA

From the halls of Montezuma to the shores
of Tripoli
We will never be united with our sister
branches, three
We are loyal to our fighting corps, and to
our movie screens.
John Wayne could not make pictures 'thout
United States Marines.

SECTION III

WEARING THE UNIFORM

① Fatigue uniform ② Field uniform ③ Dress uniform ④ Battle dress

Figure 1. – Uniforms for the enlisted man.

SPORTS

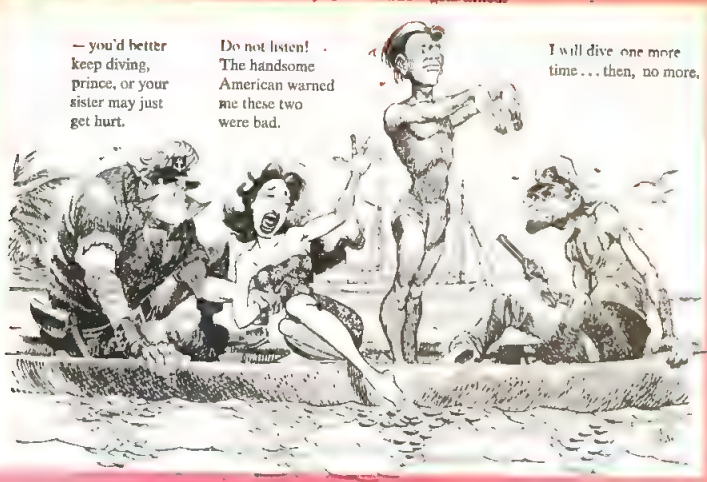
SPORT CAR RACING

GLAMOROUS SPORT DRAWS LARGE CROWDS

The gay international sports car racing season is now getting underway. The courses will provide the maximum in thrills due to picturesque country roads and curious peasants who line the way. This year as last, there's a plentiful supply of curious peasants, and the race fan can look forward to action. And with luck, maybe a couple of drivers here and there will get it too.

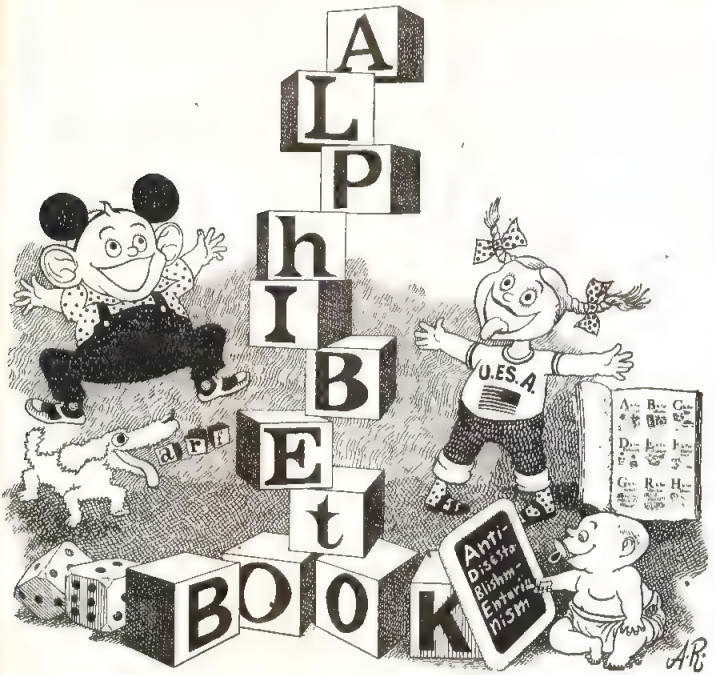
VIEW MAGNIFICO
ACCIDENTE
TERRIBLE

DIVING FOR PEARL....“and you know who” gets killed.

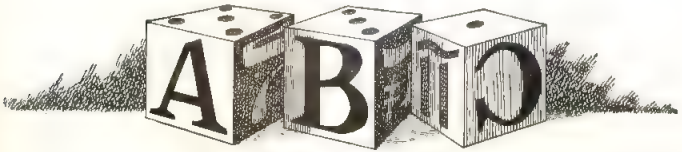

— you'd better keep diving, prince, or your sister may just get hurt.
Do not listen! The handsome American warned me these two were bad.
I will dive one more time... then, no more.

FINDING A SOUVENIER ...“and you know who” gets killed.

THE LITTLE GOLDY BOOK

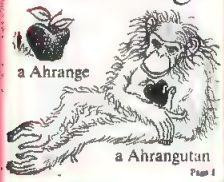


Teaches the order and use of the



with beautiful illustrations for coloring and straining the eyes. Large size type—so easy to read, an illiterate can understand. Recommended for ages 1-2.

A is for Ahrange



Page 1

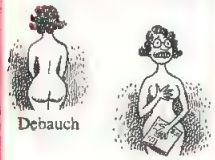
B is for aBacus

Page 2

C is for Sea

Page 3

D is for Debauch

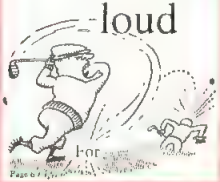


Page 4

E is for Euthanasia

Page 5

F is For Cr'inout loud



Page 6

G is for Gloriosky

Page 7

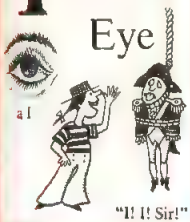
R is for Mistakes {like 'R' after 'G.'}

Page 8

H is for Hours

Page 9

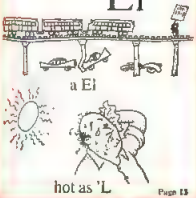
I is for Eye



J is for Geranium

K is for Separating J from L

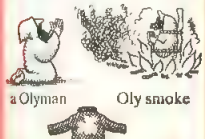
L is for El



M is for aliMony

N is for Nife.

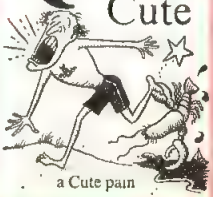
O is for Oly things



P is for Pun

(the lowest in humor . . .

Q is for Cute



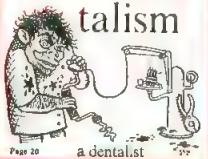
S is for Mednick

a Mednick

A. Lincoln

Page 19

T is for Tran cenden talism



Page 20 a dentalist

U is for Ewe

a Ewe

Hey! You!

Page 21

V is for Vinter

Vinter at de Vishing Vell

Page 22

W is for two U's

double ewe

Hey! Youse!

Page 23

X is for marks the Spot

a Spot

MADAME

Page 24

Y is for Yolk

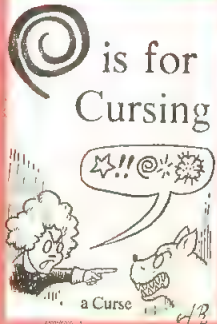
a Yoke

a dirty Yoke

Page 25

Z is for Zleep

Page 26 fast a Zleep



Curs is for Cursing

a Curse

The following four pages are like nothing you have ever read in a magazine before.

In a dramatic editorial session last month, the editors decided, that considering the time of year, the following article must be published.

We will probably receive violent reactions to this article—praise and heated criticism. But this is the risk one takes in being bold and willing to take a stand.

Remember—the following is like *nothing* you have ever read in a magazine.

Now steel yourself and turn the page.

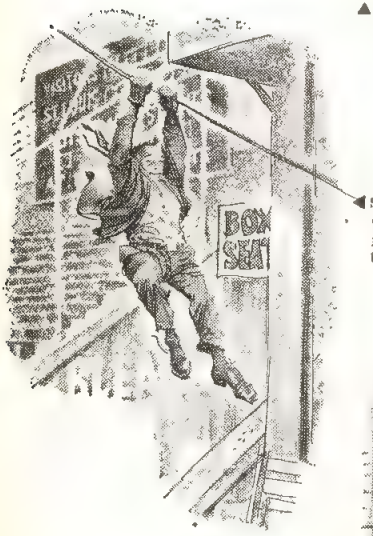
continued on page 61

SPRING TRAINING

While ballplayers sharpen their skills down south for the coming pennant campaign, few are aware of the spring training going on up north. A visit to any ball park would reveal the serious activity of the diehard baseball fans getting into condition for important roles they must play in the approaching season.

PITCHING. Most fans do not throw with any accuracy. Here is a typical example of a "junk pitcher" [illegible]

▲ **FIELDING**—A great save is admired by everyone, including opponents. For years frustrated vendors have not been able to get anything past the fielder pictured here.

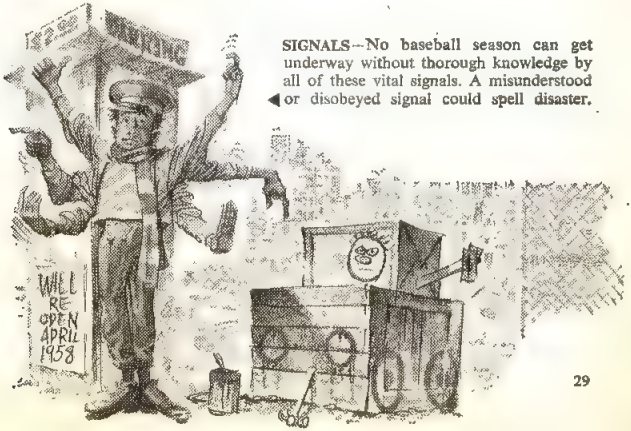


◀ **SLIDING**—A slide successfully executed can change the whole appearance of the game. Great speed and agility are required to avoid being thrown out by the opposition.

DOUBLE PLAY—Very tricky. If he's ▶ out at second and then can't get back to first bag, fan is D.P. victim. Dummies are used for practice only.

HITTING—A good swing develops ▶ power. It is wise to practice against a variety of opponents. This fellow does so by occasionally changing pennants on punch bag.

◀ BASE STEALING—This fan displays some real base stealing. In fact, there's none baser. Practices with papier mache bottles for fear of breaking valuable, real deposit bottles.



SIGNALS—No baseball season can get underway without thorough knowledge by all of these vital signals. A misunderstood ◀ or disobeyed signal could spell disaster.

ADHESIVE BANDAGES

Little kiddies tussling, getting bruises playing cowboys and indians, are indirectly responsible for great advances in the field of medical dressings -- specifically, the imprinting of adhesive bandages with gay designs. This trend will most surely produce the following designs in 1959.*

Poison design for the little duffer who wants a label.

Belly button design will provide hours of fun and play.

Simulated spider -- looks just like the real thing.

Nail-head design -- looks like it's driven right in there.

Hair design simulates mustache, sideburns, chest hair, etc.

Candies can be plucked from tape and eaten.

Plunger tape for that uncooperative rascal, can be shot on.

Hidden, dye-filled pocket gives real effect of bleeding.

*Caution: Do not place on open wound.

ontinued from page 25

APRIL FOOL!

Dedicated to those who give to our Missile Program so generously of their emotions and without whose contribution we could do, this page honors

Panicky Patriots

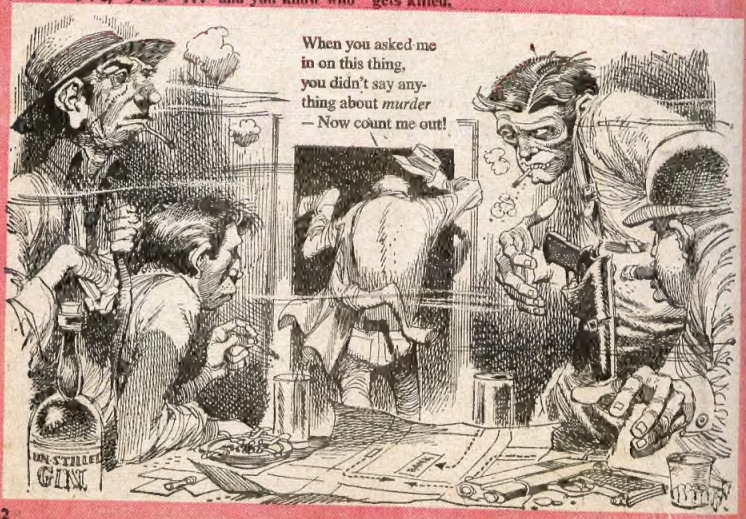
HUMBUG HEROES OF MONTH

Ebenezer Scrooge Jacob Marley JUDGES

A QUIET NIGHT ..."and you know who" gets killed.

Father always promised me a luxurious trip to Europe — and now at last we're going.
. . . Secure on a modern floating hotel. Yes mother . . . this is *the only way to travel!*
TITANIC

THE BIG JOB ..."and you know who" gets killed.



THE LITTLE WORLD OF HARVEY KURTZMAN

a gallant band of amiable oddballs creates a hip and hopped-up humor

The hard core of the Kurtzman crew are all roughly the same age and have known each other since boyhood. Kurtzman, Elder, Jaffee and *Humbug* Managing Editor Harry Chester all attended The High School of Music and Art in New York, where Kurtzman brightened the bulletin boards with crude mimeographed satire while Jaffee and Elder convulsed the lunchroom crowd with comic pantomime and an extensive repertoire of vocal sound effects.

article **BY ROLF MALCOLM**

18 NEW YORK POST,

the village VOICE, *November*

In The Magazines

y MIRIAM PALANT

HUMBUG has come into the orld under no illusions that a fresh, clever satirical magazine stands a chance. Editor Harvey Kurtzman faces facts in a prospectus: "We won't write for morons. . . . We won't be dirty. . . . We won't be in bad taste. . . . We won't sell any magazines"

NG POST.

THE WARRIOR

IN THE REALM OF FANTASY

by Sam Cornell

Once upon a time, in faraway New York, a group of artists, consisting of Harvey Kurtzman, Jack Davis, Bill Elder, and Wally Wood, were putting out a series of comic magazines never to be equalled. They published stories about war, horror, science fiction,

the village square

by John Wilcock

From Mad to Madder

Harvey Kurtzman, a short, morose-looking artist with a crew-cut so thorough that it looks like five o'clock shadow, is the editor of HUMBUG, regarded by some newsstand browsers as the funniest magazine in America.

Appearing monthly at fifteen cents, Humbug devotes itself largely to satire ("Pagan Place . . . a Humbug book condensation . . . lifts the lid off a plain, small, average, depraved, sordid, corrupt, perverted New England town"), social commentary ("Pin-up of the Month: Big Dave Beck"), and fake ads ("A new kind of deodorant . . . Bane. It rock and rolls on!").

Other magazines have used this formula, notably MAD, of which Kurtzman resigned as editor after policy differences, and TRUMP, which was an ex-

Brooklyn College

Reflections

By GORDON LATTEY

Hollywood Is My Beat

By Sidney Skolsky

ADING OF THE WEEK: A
er once told a screen
writer that he
didn't object to
clichés as long
as they were
new. Maybe this
producer knew
what he was
talking about
because, in
"Humbug," Ar
nold Beson gives
the clichés a
switcheroo with
his "reverse cli
cher":

"I could like
aimless conver
sation if once in
e, somebody would say:
When I was a boy, we never
winter as bad as this.' . . .
ey're making everything
ch better than they used to.
This is just a phase that's per
ent.' . . . 'We never have any
y, and we're miserable and
ng all the time.' . . . 'He's
a lot of faults, but he's
ys so undependable.'
may do a little sociable drink
mostly
a drink
people
never

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Elder, J
ee and
or write
of pa
Co. is
effects
that ca
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at inc
American highways,
tion time, popular
shows, and even The

THEY'RE TALKING ABOUT US

Here are clippings about HUMBUG from Sidney Skolsky's Hollywood column . . . from a college and high school paper . . . from a couple of city papers . . . and from Playboy magazine. HUMBUG is clearly the most talked about magazine in its class of the Buster Brown throwaway, Muscles Today, etc. Don't miss a single issue of this phenomenon. Subscribe this minute.

☐ Enter my subscription to Humbug. I am enclosing $2.00 for the next 14 issues.

☐ Send me these back issues (circled) at 20¢ per: 1 2 3 4 5 6 7 8 9

☐ Send me the hard-bound Humbug collection (see page 2) for which I am enclosing $2.50.

NAME _____

STREET _____

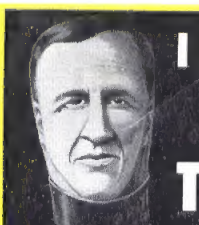
CITY _____ STATE _____

SEND TO HUMBUG, 598 MADISON AVE., NEW YORK 22, N Y

of "Humbug Magazine" has come up with a fresh bud of an old flower. The bud, which is trying to bloom, is "Humbug." Its first issue was published in July

I did these smooth satire "Humbug" and a Happy Holida to all.

for Brooklyn College, wit



I WILL TRAIN YOU TO MAKE BIG MONEY REPAIRING TELEVISION-RADIO

E. Z. MONIE, founder, G.R.Q. Institute

Fabulous Opportunities Are Waiting For Those Who Take My Training

GRQ TRAINED THESE MEN

"I was shiftless, lazy, uninspired . . . then I took GRQ TRAINING and whole new world opened up . . ." — Tom Edison

"Could never pass an I.Q. test before. After GRQ training I became a genius . . ." — Al Einstein

"I was a ne'er-do-well, wasting time kite flying, etc. GRQ training really gave me a new slant . . ." — Ben Franklin

"Gadgets used to scare and perplex me. GRQ course helped me lick fear and create great things." — Baron Von Frankenstein

"I was one of the greatest things created from GRQ. Now I am making more money from television than I did from moving pictures." —The Monster

"I was poor, hungry, and sad until I thought of GRQ. Since, I've become rich and happy." — E. Z. Monie, founder, GRQ Institute.

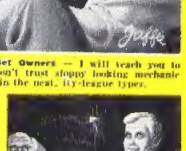
Millions of TV-radio sets break down daily. Naturally a wave of panic surges through a family that this happens to when they realize the programs they will miss that evening. This is where the trained technician steps in to set things aright again. And for this noble service to his fellow man, he is amply rewarded. He is regarded by those he has helped in the same reverent manner that they regard their family physician. At this point he can do and charge anything he cares to . . . and usually does.

G.R.Q. TRAINED MEN GAIN ALL AROUND

But after you've taken the G.R.Q. course you will learn to thwart the parasites.

Technical Know-How Impresses Set Owners — I will teach you to look dignified, clean-cut. People don't trust sloppy looking mechanic types. They like to put their faith in the neat, Ivy-league types.

G.R.Q. will teach you to speak in soft cultured tones. You will learn actual scientific names of parts you feel like replacing.

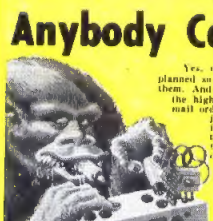


My training will also teach the art of subtle diplomacy invaluable when suggesting replacement of very expensive parts.

COME AND GET THE BIG MONEY

It's so easy. All you have to do is mail the FREE coupon below and we'll take care of everything. We'll send you FREE information, FREE booklet, FREE contract, FREE 500 monthly payment envelopes.

Anybody Can Learn



Yes, our courses are very carefully planned so that anyone can understand them. And yet, we manage to maintain the highest academic standards of any mail order school. We can point with justified pride to the fact that in our thirty two years of existence no student has ever been turned away for any reason other than lack of funds.

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